

Oral-B iO™

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*vs. a regular manual toothbrush

Oral-B *iO*

A new
oscillating
rotating
toothbrush
platform

Complete
interior and
exterior
redesign

Novel
brushing
experience





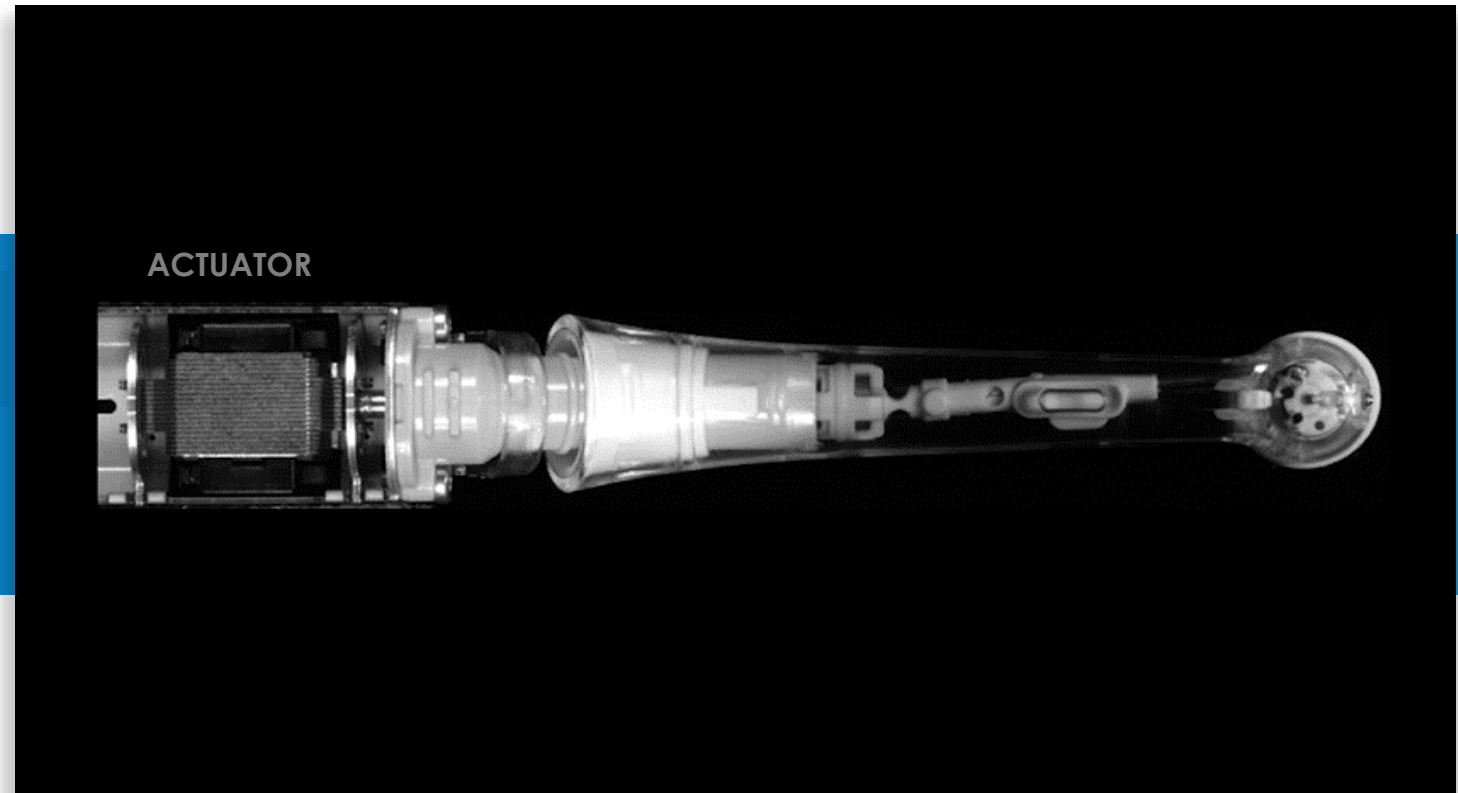
KEY FEATURES

- iO Linear Magnetic Drive
- Oscillation Rotation + Microvibrations
- Smart Pressure Sensor
- Redesigned Brush Heads
- Interactivity



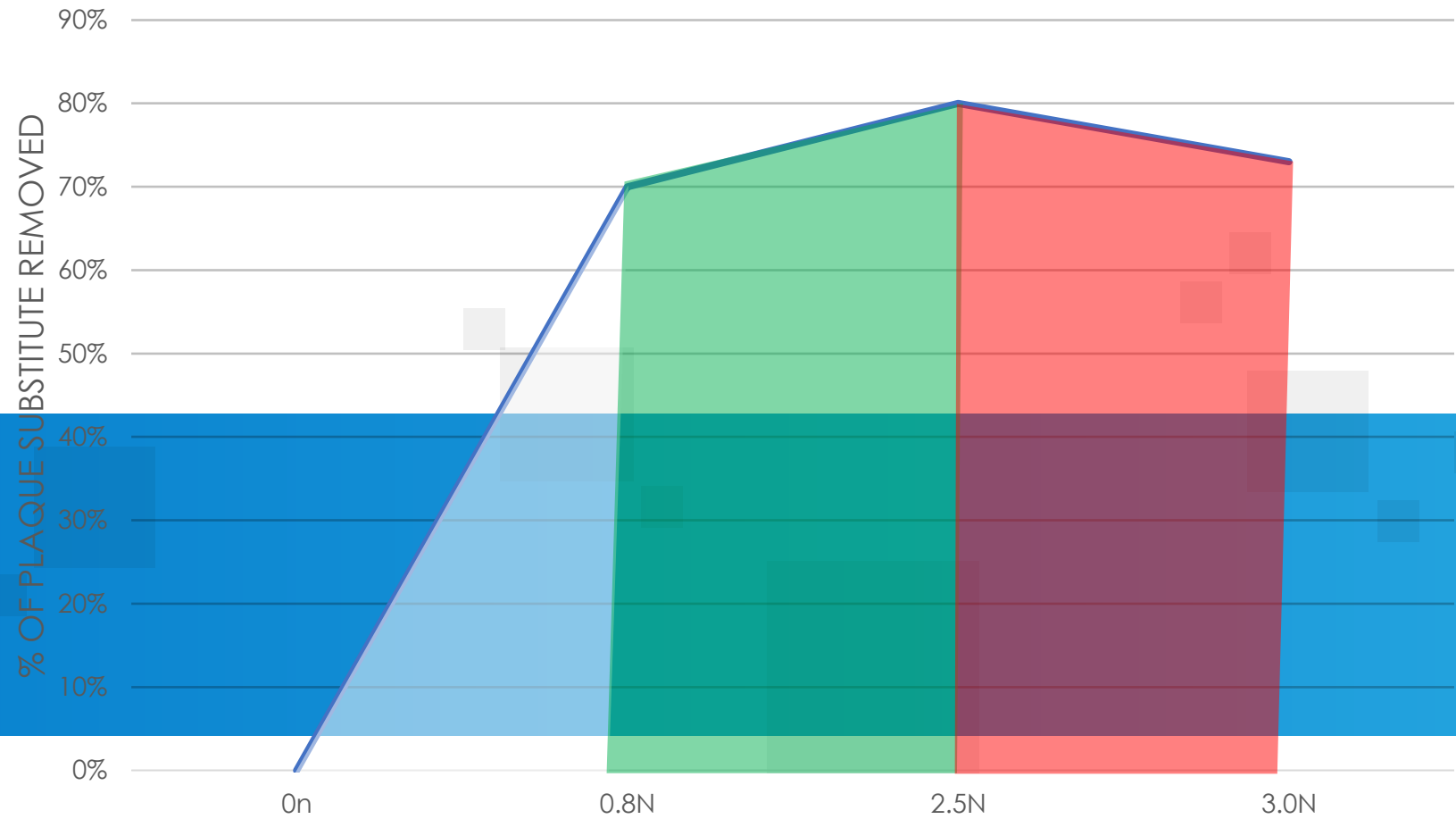
LINEAR MAGNETIC DRIVE

- Novel AC linear motor
- 145Hz Operating frequency
- Streamlined design
- Minimized friction & vibration
- Optimized acoustics



SMART PRESSURE SENSOR

- Designed with Dental Professionals
- Optimal Pressure Range Guidance
- Coaching to Consistency



< 0.8N

- No or Very Little Pressure



0.8N-2.5N

- Optimal plaque removal
- Optimal brushing experience



>2.5N

- Excessive Pressure
- Oscillation Speed Decreases

BRUSH HEADS



ULTIMATE CLEAN



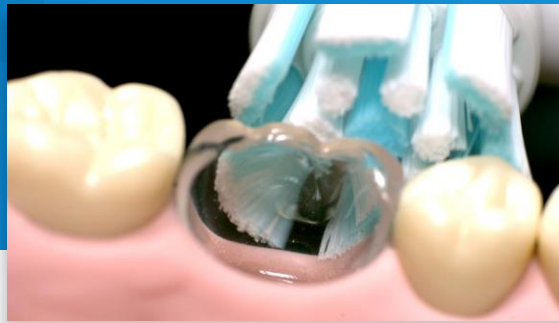
Longer, thinner inner region



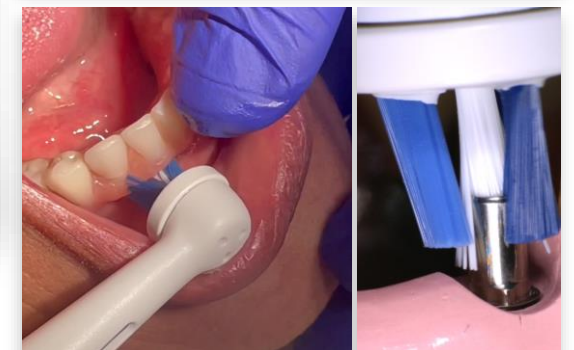
Shorter, supporting, high density region



GENTLE CARE

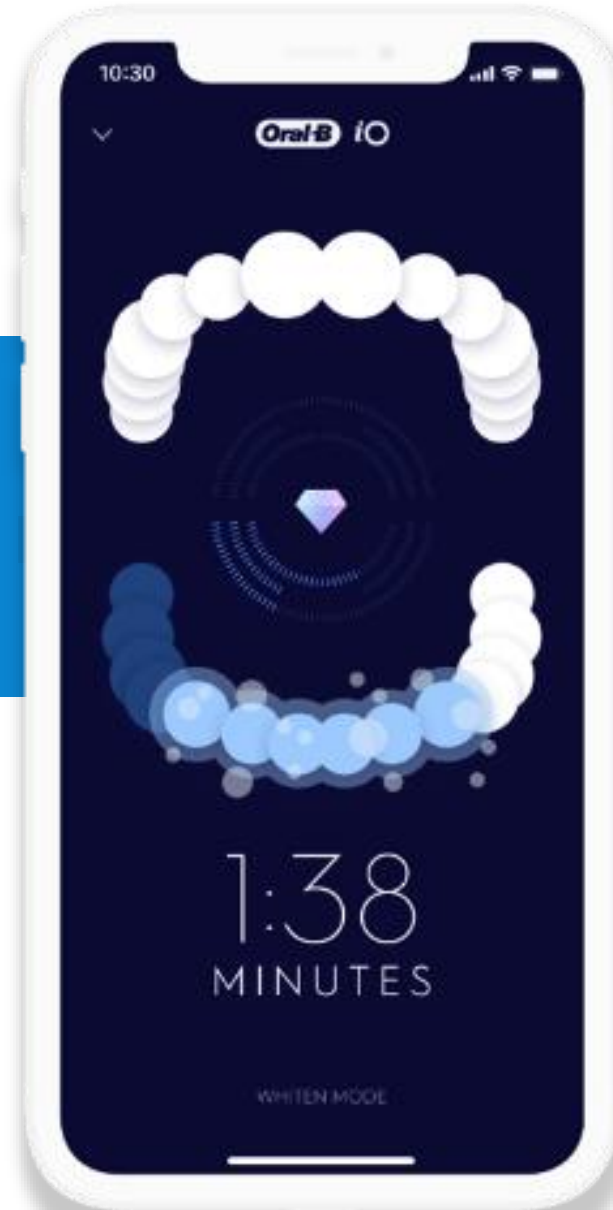


TARGETED CLEAN



INTERACTIVITY

- Oral-B app 8.0
- HD AI up to 16 zones



Interactive
OLED display

INTERACTIVITY – OLED DISPLAY

- Up to 7 brushing modes
- Timer
- Brushing time coaching
- Refill Replacement Reminder

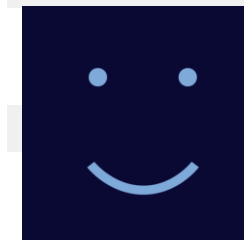
WELCOME MESSAGES



MODES



INDICATORS

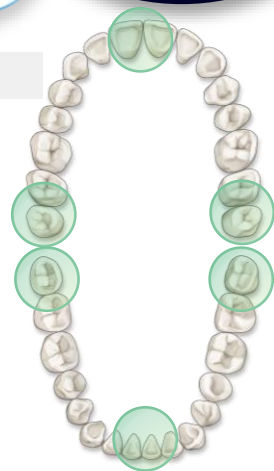
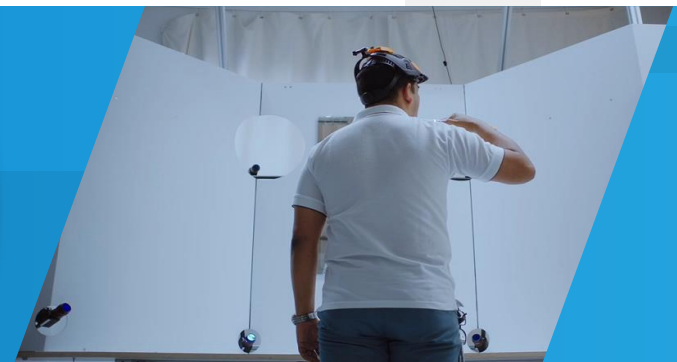
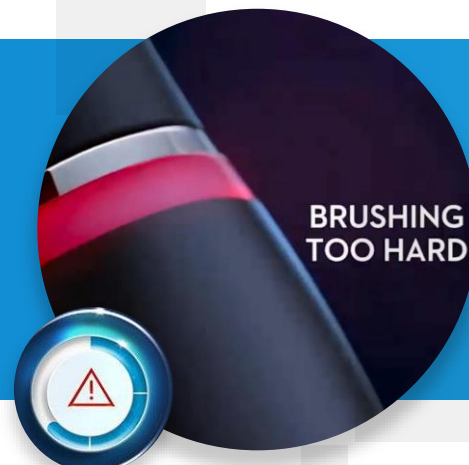


A NEW STANDARD OF EXCELLENCE

THE *iO* EFFECT



iO MAKES PATIENTS BETTER BRUSHERS



41% MORE PLAQUE REMOVED ON 1ST USE VS. GENIUS¹



1. Adam R et al. Int J Dent Hyg. 2023 Sep 8. doi: 10.1111/idh.12733

META ANALYSIS

UNDERSTANDING EFFECTS OF ELECTRIC VS. MANUAL TOOTHBRUSHES ON GINGIVAL HEALTH AND PLAQUE REMOVAL

Total OR

- Superior Plaque & Bleeding Reduction
- Faster Transition to Healthy Gingival State v Manual & Sonic Toothbrushes¹

iO Superiority vs base O-R toothbrushes



iO Superiority vs manual & sonic toothbrushes



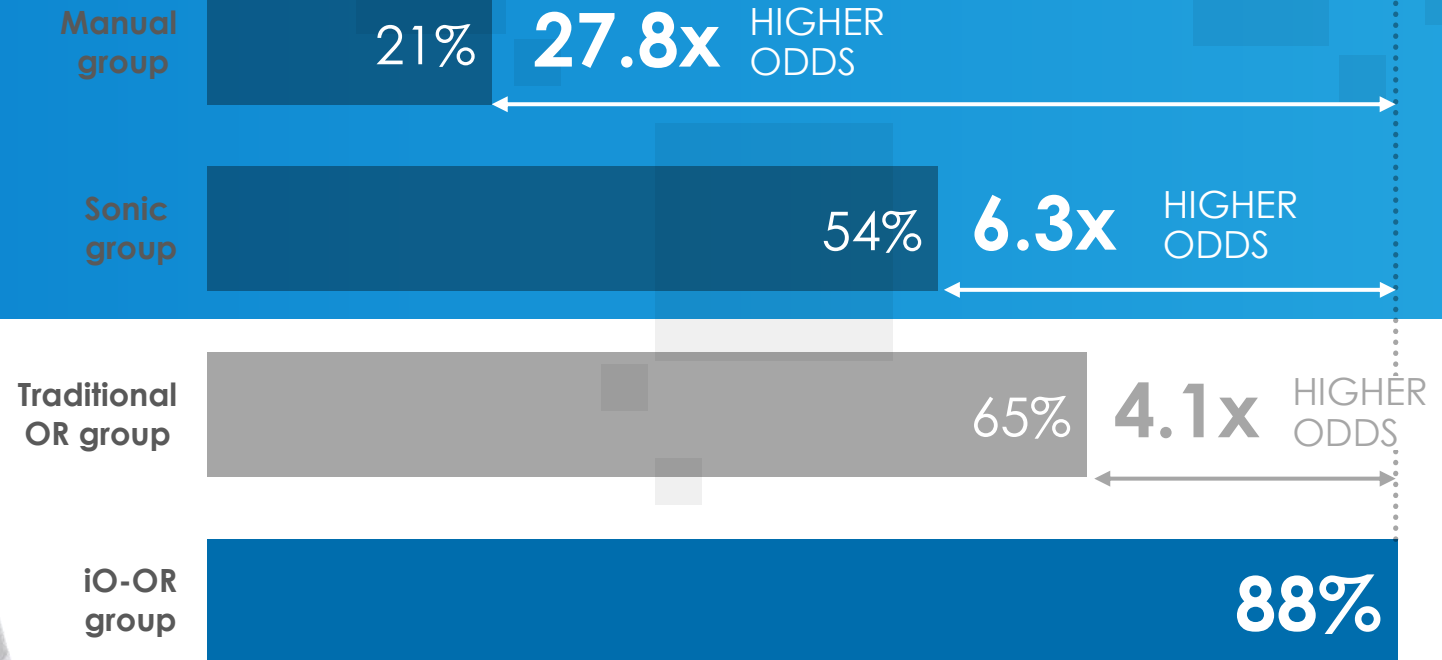
iO HELPS PATIENTS TRANSITION TO A HEALTHY GINGIVAL STATE¹

88%

Subjects in the iO-OR toothbrush group presented with “**Generally Healthy State**” at post-baseline



Brushers transitioning to a healthy state at post-baseline



“GENERALLY HEALTHY” GINGIVAL STATE WITH iO OR TOOTHBRUSH

META-ANALYSIS 2023

CONCLUSION: iO-OR produces significantly greater rate of transition to gingival health and significantly greater reductions in the number of bleeding sites and plaque scores versus Base OR²



27.8x

GREATER
ODDS VS.
MANUAL¹



6.3x

GREATER
ODDS VS.
SONIC¹



4.1x

GREATER
ODDS VS.
BASE OR¹

1. Zou Y, et al. Int Dent J. 2023 Jul 20:S0020-6539(23)00100-4.

2. Grender J. Et al. Am J Dent 2020; 33: 3-11

Faster Transition to Health

META-ANALYSIS 2023

CONCLUSION: OR Brushes (iO and traditional OR combined) transitioned users to a healthy gingival state **FASTER** than other toothbrushes.



50%
FASTER THAN
A MANUAL
TOOTHBRUSH¹



33%
FASTER THAN
A SONIC
TOOTHBRUSH

1. Zou Y, et al. Int Dent J. 2023 Jul 20:S0020-6539(23)00100-4.

12-WEEK REGIMEN STUDY



Evaluation of a Novel Oral Care System including an Oscillating-Rotating Toothbrush with Micro-vibrations versus a Manual Toothbrush for the Reduction of Plaque and Gingivitis: Results from a 12-week Randomized Controlled Trial¹

1. Adam R, Grender J, Timm H, Qaqish J, Goyal CR. Anti-gingivitis and Anti-plaque Efficacy of an Oral Hygiene System: Results From a 12-Week Randomized Controlled Trial. *Compend Contin Educ Dent*

12 WEEK REGIMEN STUDY

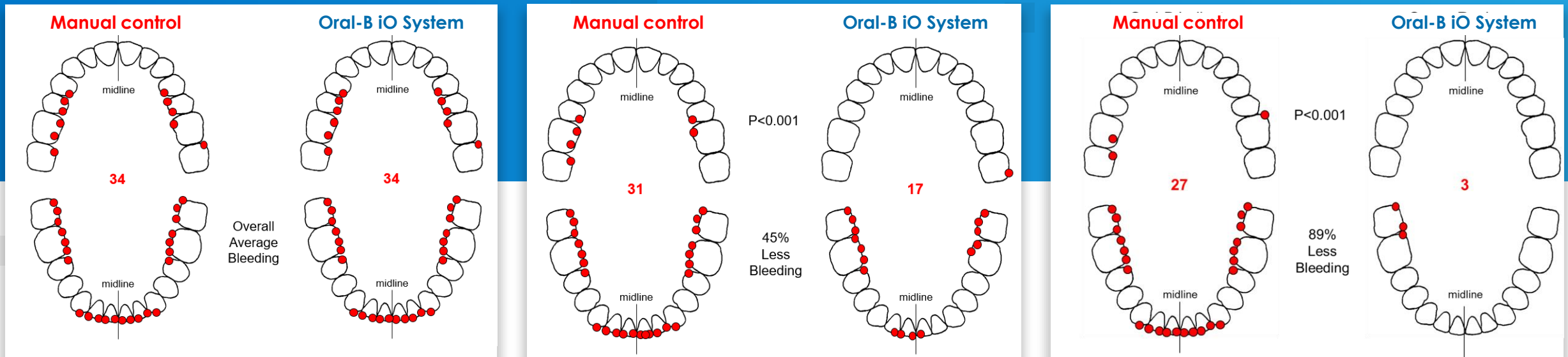
Oral-B iO Experimental Routine produced **89.6% LESS MEAN NUMBER OF BLEEDING SITES** at 3 months versus Manual Brush, with superiority seen as early as Week 1

BLEEDING SITE PROGRESSION REPRESENTATIONS OVER 12 WEEKS¹

BASELINE

WEEK 1

WEEK 12



Evaluation of a Novel Oral Care System including an Oscillating-Rotating Toothbrush with Micro-vibrations versus a Manual Toothbrush for the Reduction of Plaque and Gingivitis: Results from a 12-week Randomized Controlled Trial¹

1. Adam R, Grender J, Timm H, Qaqish J, Goyal CR. Anti-gingivitis and Anti-plaque Efficacy of an Oral Hygiene System: Results From a 12-Week Randomized Controlled Trial. Compend Contin Educ Dent 2021; 42 (9): E1-4.

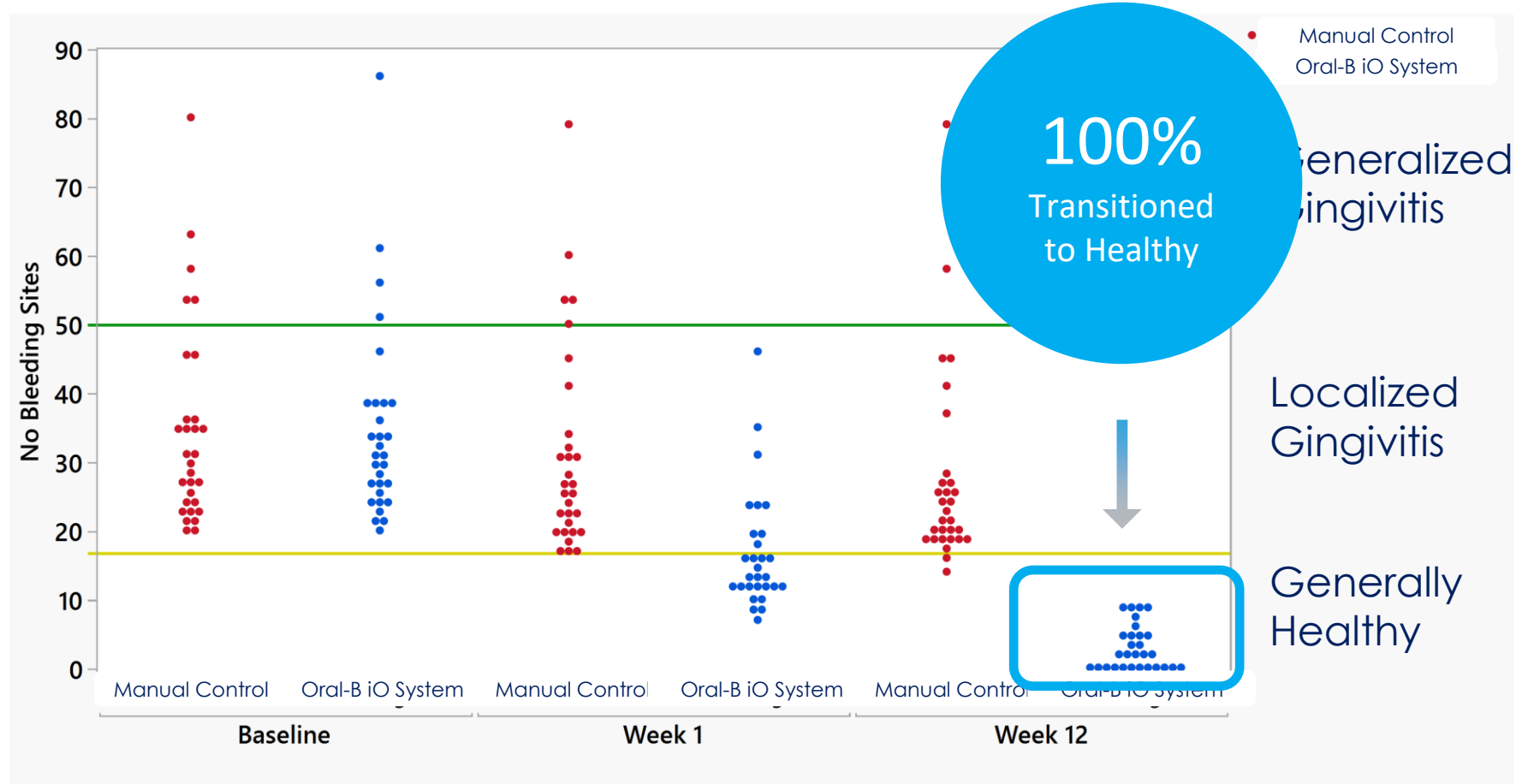
12 WEEK REGIMEN STUDY

GINGIVAL HEALTH PROGRESSIONS OVER TIME ¹

Key Finding¹

100% of Oral-B iO System Group subjects were categorized as "Generally Healthy"² versus 7% of Manual Brush Group subjects at 12 weeks.

Superiority seen as early as Week 1 (66% v 0% Manual Brush).



¹ Adam R, Grender J, Timm H, Qaqish J, Goyal CR. Anti-gingivitis and Anti-plaque Efficacy of an Oral Hygiene System: Results From a 12-Week Randomized Controlled Trial. *Compend Contin Educ Dent*

FINAL THOUGHTS

A power brush is the least expensive, long-term preventive service you offer.

Dental Professionals are not just providing the restorative treatment needed but teaching prevention and helping patients have more predictable outcomes.

Our recommendations are valuable – make the most of them!



INCREASE
YOUR PATIENTS'
CONFIDENCE



IMPROVE
COMPLIANCE



BUILD
STRONGER
PATIENT
RELATIONSHIPS

Oral-B iO™

Thank you!

